UC Synergy

Hospitals and Clinics News

University of California · San Francisco

Vol.I No.3 September 1972

The Dilemma of Filling Many Unmet Needs

"There, but for the grace of God, go I." Consider these stories:

• A 29-year-old father of three, on vacation with his family, broke his neck while water skiing, leaving him totally paralyzed. His hospital bill, totalling many thousands of dollars, leaves the family desperately in debt, and there is little anyone can do to ease the heartbreak of this tragedy.

In one small but significant way, however, life has been made brighter for this patient. The gift of an electric wheelchair is making it a little easier for him to get around, and is even helping him to to on outings with his children.

The wheelchair was purchased, at a cost of $1500, with money available through only one source: unrestricted donations to the UC Hospitals Memorial Fund.

HOW YOU CAN HELP

Please turn to page 4h for details on how you can help the UC Hospitals and Clinics to fill many urgent, unmet needs by using the envelope enclosed with this issue for your gift.

• The parents of a child with a long-term incurable illness had reached "the end of the rope", financially and emotionally. Added to a multitude of other problems, even the effort and expense of getting baby sitters to care for the other children in the family, and of managing transportation to get the sick child to his clinic appointments, became too much for the mother. She finally gave up and stopped taking the child to the doctor, even though this was sure to mean complications and needless suffering for the child.

Clinical social workers became aware of the problem and asked the UC Hospitals and Clinics Administration for help. Once again, unrestricted donations to the Memorial Fund made it possible to provide funds for baby sitters and taxi fare.

No one would deny that the individuals described were deserving of a helping hand. "But surprisingly, we had to scrounge for the money to help them, and many like them," said William G. Gonzalez, Assistant Director.

The reason, he explained, is the inflexible nature of most of the major endowments and bequests given to the University Hospitals and Clinics during the past three-quarters of a century.

For instance, there is the Massachusetts Relief Fund, $100,000 given in 1906 and designated specifically to provide "free beds for deserving sufferers of the San Francisco Earthquake and Fire." Some of the money was used as specified, but most of it has remained in trust, where the principal may never be touched without lengthy litigation.

Although the practice of making such binding gifts has gradually diminished, still, over the years, many very large, restricted endowments and bequests have been gathering interest in the bank. But they may be used only for such specific purposes as "care of crippled children under 18", or "hospitalization of needy patients over 60", or to aid victims of specific conditions such as cancer or heart disease.

(Continued on Page 4H)

Fred Malmin Is 'You Name It' Contest Winner

Winner of the contest to name the UC Hospitals and Clinics employees' newsletter is Fred Malmin, Administrative Services Officer, Pharmaceutical Services.

His entry, *UC Synergy*, was selected because it incisively expresses the theme conveyed in our masthead design: "people working together."

One dictionary definition of "synergy" is "cooperative action . . . such as that the total effect is greater than the sum of the effects taken independently." Appropriately, "synergy" also is a medical term used to describe the cooperative action of two or more medications.

(Continued on Page 3h)

Contest winner Fred Malmin (l) is congratulated by William Gonzalez, Assistant Director, UC Hospitals and Clinics.

INSIDE STORY

Pharmaceutical Services Have A Prescription for the Future

The completion of the new Clinics Building will usher in an exciting new era for the Department of Pharmaceutical Services.

A central dispensing pharmacy for outpatients will be located on the main floor, with satellite stations directly above on each of the Clinics Building's upper floors. It is expected that this will result in an end to long waiting for prescriptions to be filled and it will give pharmacists an opportunity to consult directly with patients receiving drugs.

In an interview, Dr. Robert Miller, Department Director, and Dr. Richard de Leon, Assistant to the Director, explained how the system will work:

When a patient registers at a particular clinic, he also will be asked to register with the pharmacist on the floor. While he is waiting to see his physician, the patient will fill out a questionnaire on his past and present drug history and other pertinent information. The pharmacist will review the questionnaire and ask any further questions necessary to clarify certain points. The questionnaire will provide a permanent profile relating to the patient's total drug therapy, and will give the pharmacist information that may aid in preventing an adverse drug reaction for the patient.

After the patient has seen the physician he will return to the satellite pharmacy with his prescription. This will be checked by the pharmacist and sent by letter drop to the central pharmacy. While it is being filled there, the pharmacist will continue instructing the patient on the proper use of the drug and special precautions to follow.

The need for this procedure is underscored by Dr. de Leon, who points out: "Surveys have shown that as high as 50 to 60 percent of patients who leave pharmacies with drugs fail to use these drugs according to the proper regimen."

After the patient has been instructed, he will descend in the elevator to the main floor where the drug ordered for him will be waiting.

Dr. Miller emphasizes that the effectiveness of the system will depend on the eventual installation of a computer to facilitate the recording of the patient profile, billing information, inventory control, and storage and retrieval of research data.

Since 1966, certain components of the system have been tested in a pilot inpatient satellite pharmacy operating on the ninth floor of Moffitt Hospital, and in a more recently established satellite pharmacy in the pediatrics clinic.

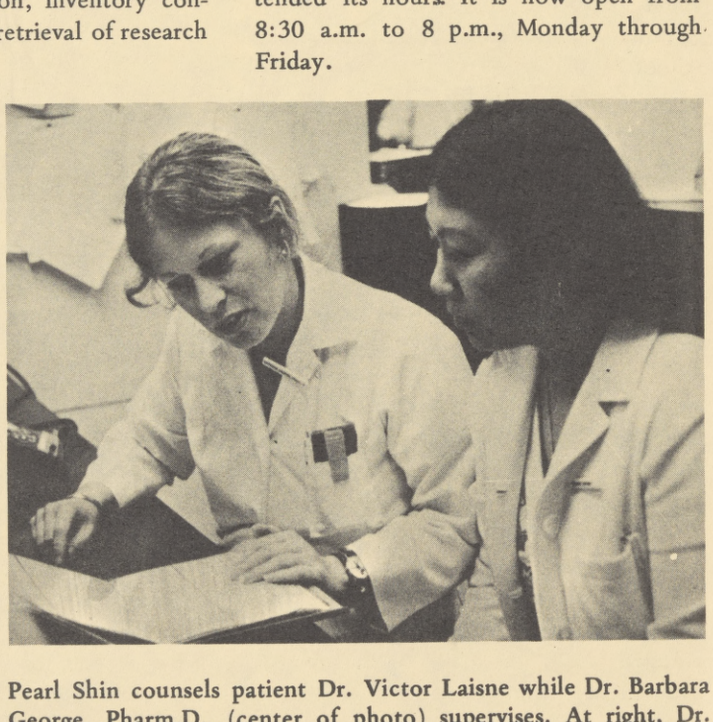
Another innovation for the Department is its pharmacy technician training program. One purpose of this program is to help fulfill affirmative action goals by training personnel at entry level positions and allowing them to move into the Laboratory Assistant category.

The course, which includes 80 hours of lecture material, plus many hours of on-the-job training, includes instruction in pharmaceutical calculations, dispensing, preparation of sterile materials, laws affecting pharmacy practice, introduction to various types of drugs, and basic chemistry of drugs. On completion, the technicians are qualified to perform many pharmaceutical tasks under supervision, freeing pharmacists for activities more directly related to patient care.

Head of the Department of Pharmaceutical Services is Dr. Eric Owyang.

EXTENDED HOURS FOR PHARMACY

To provide better service to clinic drop-in patients and night employees of UCSF, the main floor pharmacy has extended its hours. It is now open from 8:30 a.m. to 8 p.m., Monday through Friday.



In a pilot program on Moffitt Hospital's Ninth Floor, School of Pharmacy students are being instructed in many of the same methods that will be used in the satellite pharmacy stations being installed in the new Clinics Building. In photo at left, student Pearl Shin counsels patient Dr. Victor Laisne while Dr. Barbara George, Pharm.D., (center of photo) supervises. At right, Dr. George and student Wilma Wong review information about other prescriptions being filled for inpatients.

CONTEST WINNER

(Continued from Page 1h)

The idea for naming the newsletter came to Fred Malmin during the evening class in management he is taking at San Mateo College. "We were studying the theory of 'synergy' as it applies to the merger of two or more business concerns into a larger, more effective one," he says. "After class, I looked in the dictionary for other definitions—and that was it!"

His prize is a three-day, expense-paid trip to Southern California where he will spend one day with his counterpart in the Pharmaceutical Service of either UC Los Angeles or UC San Diego.

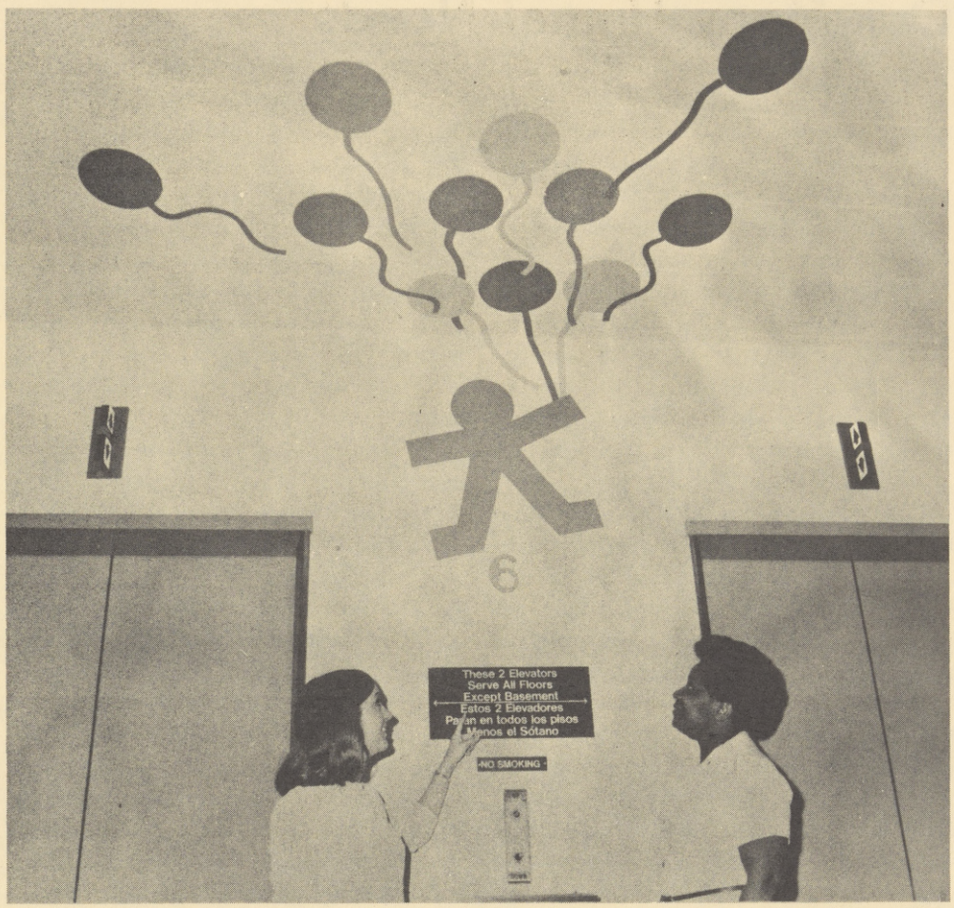
The contest for a name, or suggestion leading to a name for the newsletter, drew a varied and imaginative response from employees in many Hospitals and Clinics Departments. Runners-up, who are receiving cash prizes of $10 each, and their suggested names include: Karen Wickens, Hospital Systems, *UC Med;* Meita Chisleanschi, Clinic Admissions, *UC-US* (you see us); Anne M. Schmid, Pediatrics, *UC Medical Record;* and Jayne L. Barbi, Ophthalmology, *Parnassus News.*

Radiology Graduation

The Schools of Radiologic Technology and Radiation Therapy celebrated the 1972 graduation of their senior classes with a dinner at Caesar's Restaurant. The 78 guests included doctors, technicians, freshman students, other staff members, and friends and relatives of the graduates.

Diplomas and pins were presented by Dr. Malcolm Jones, Acting Chairman, Department of Radiology, and Dr. Henry Goldberg, Chief Radiologist, Gastro-Intestinal Section. This was the fourth class to graduate from the School of Radiologic Technology and the second from the School of Radiation Therapy.

The graduates from Diagnostic Radiology were Janice Bentley, Richard Cooper, Cathy Cronin, Jay Hoey, Po Hom, Ray Lanigan, Mae Marr, Maureen Myers, Carolyn Roberts, Marcia Sobrero, and Latrell Williams. The Radiation Therapy graduates were Gail Penland and Maureen Pohley, who graduated from the Diagnostic Radiology course last year. All the graduates have found jobs in their fields.



Pediatrics nurses Dianne Peters (left) and Virginia Duncan admire the new décor.

The Happy Transformation Of Moffitt's Sixth Floor

When the elevator doors open on the Sixth Floor Pediatrics Unit of Moffitt Hospital, passengers are struck by a vibrant scene on the opposite side of the hall. Instead of the bland, neutral tones typical of other floors, elevator doors of bright yellow, orange, blue and green greet the visitor. Softly textured white walls are decorated with stylized figures of children cut out of vinyl in the same bright colors, and a burst of vinyl balloon silhouettes floats across the ceiling.

Mainly responsible for the transformation is Sylvia Stevens, former design student at California College of Arts and Crafts. The project began as a class assignment, originated by her instructor, Wally Jonason, to create a more pleasing environment for patients, parents and staff. Miss Stevens' design was chosen for the hallways and wards and, after months of consultation and planning, decoration was undertaken by student volunteers in cooperation with the Hospital Administration and Hospital volunteers.

Along the four corridors, door and window frames are color keyed to indicate the north, south, east and west wings, and colorful figures of children at play are repeated on the walls. In the rooms, beds, lamps and tables have been painted to match the colors of the hall decorations and harmonizing print curtains have been hung.

Still to come are the floor coverings, including dark blue carpeting for the halls, and future improvements in the playroom and visitors' waiting room.

Of all the enthusiastic compliments received on the Sixth Floor's new look, the most gratifying came from a mother whose child was being prepared for surgery. The little girl became so preoccupied with the happy decor that she forgot her fears of the operation!

Our Many Unmet Needs

(Continued from Page 1h)

"When we want to help patients outside these categories, we're often in trouble; say, in the case of a victim of an automobile accident who can't meet a $14,000 hospital bill, or the parents of a premature baby whose hospital care has run up a five-figure bill," said Mr. Gonzalez. He estimates that only 25 percent of the funds available to aid patients in need are usable without meeting certain conditions and restrictions.

Besides lending a hand to patients with major problems, UC Hospitals Administration maintains a special fund available for immediate use of social workers in meeting dozens of daily routine needs. The parent of a child brought from Redding for treatment finds she can't make the return trip in one day, for example, and needs a few dollars for overnight lodging and meals in the cafeteria.

Another less obvious but very important area of unmet need is for funds to improve the Hospitals and Clinics environment. Such money as is funded for "bricks and mortar" construction, or furnishing the new Clinics Building, or making the older buildings conform to fire and safety codes is not available for refurbishing many dreary areas in daily use by patients, staff and visitors.

Without special gifts, a cheerless waiting room may not be graced with a picture, uncomfortable, dilapidated furnishings may not be replaced, and magazines may not have racks on the wall to hold them.

The example of how combined volunteer effort and donated funds are helping to transform Moffitt Hospital's sixth floor Pediatrics Unit is described in a separate story in this issue. (See page 3h.) Funds to purchase materials for the colorful wall decorations were withdrawn from one of the Hospitals and Clinics' few unrestricted funds, and the work of applying the decorations was contributed by volunteers.

This is only the beginning of exciting plans for the Pediatrics Unit being developed by design students at the California College of Arts and Crafts. These plans, for new additions to the playroom and a more cheerful parents' and visitors' waiting room, are dependent, however, on expansion of these two areas. (The enlarged playroom will provide space for a puppet theater, sandbox, water play, and other diversions that will help make hospitalization a less frightening experience for sick children.) Some $25,000 of the money needed for expansion of the waiting and play rooms has been raised through various sources. Another $52,000 must be raised through gifts, large and small, from people who care.

Be Involved! How You Can Help

A gift envelope is being distributed with this issue of *The Campus Bulletin* and *UC Synergy*. It can be used to make a "gift contribution" to honor a friend or family member who is hospitalized, to honor a member of the staff—or simply for the personal satisfaction of helping a worthwhile cause of which you are a part.

To help fill urgent unmet needs of patients, or contribute toward environmental improvements that would not be possible otherwise, select either of the first two gift categories listed on the envelope.

1. UNRESTRICTED. UC Hospitals Memorial Fund
2. MODERNIZATION. UC Hospitals Facilities Improvement Fund

Won't you take a moment now to make your tax-deductable gift?

UC Synergy
Hospitals and Clinics Employees' News
Published by the Office of Public Information
University of California, San Francisco
1483 Fourth Avenue, San Francisco, CA 94122
Telephone: [415] 666-2557
Editor – Claire Leeds Wray
Graphics and Printing – Central Reproduction Services, UCSF
Room 44, Clinics Building
Published eight months a year concurrently with *The Campus Bulletin*. Copy deadline one month before publication.

About People

Nursing Services reports the following news items about people:

Marilyn Ellis, Senior Nursing Student, Intensive Care Unit, has designed a communication sheet for patients with tracheostomy and endotracheal tubes. This will enable such patients to express their needs until they can speak again.

• • •

Toni Marie Cardenas, also a Senior Nursing Student, Intensive Care Unit, has compiled an illustrated translation form for Spanish-speaking patients. The drawings and cartoons with Spanish-English captions are helping to bridge the language gap between staff and patients.

• • •

To lessen anxieties of children undergoing cardiac catheterization, a special research study is being pursued in the Pediatric Unit by *Christine Czarniak,* Master Student, and *Christine Campbell,* Pediatric Staff Nurse, with *Mary Tessler,* Lecturer, School of Nursing, as project director.

• • •

The Department of Social Work reports the following:

Cynthia Mikkelsen and Sally Loos are co-authors of a paper on "Therapeutic Abortion: New Laws, New Methods," published in the current issue of *Hospitals* magazine.

• • •

Carrie Frazier and *Laura Fleming* have been accepted in the Graduate School of Social Work at San Francisco State University. They will continue as part-time employees here, which will be considered their field placement.